

# MORE THAN 146 MILLION

*adults have eaten out at family restaurants in the past 6 months!*

*So, which media do these diners have the biggest appetite for? Well, 70% of these customers are newspaper readers\*.*

\*Daily/Sunday (net) readership



## FAMILY RESTAURANTS

A QUICK LOOK AT MEDIA USAGE SHOWS THAT NEWSPAPER REACHES MORE ADULTS WHO DINE AT FAMILY RESTAURANTS.

Adults	Daily Newspaper Readers	Sunday Newspaper Readers	Prime Time TV Viewers	Any Yellow Pages Reference Last 7 Days
<b>Dined at Family Restaurant Past 6 Months:</b>	51	61	43	31
<b>No matter which meal:</b>				
Breakfast	53	63	43	30
Lunch	51	61	44	30
Dinner	51	62	43	32
<b>Or what time of the week:</b>				
Dine Out Weekdays	52	63	43	31
Dine Out Weekends	50	61	43	32

Source: Mediamark Research, Inc., Doublebase 2003  
Prepared by NAA Market & Business Analysis and Research Dept.

RUNNING PROMOTIONS FOR FREQUENT DINERS? NEWSPAPER READERSHIP IS STRONG AMONG THESE CUSTOMERS.

Adults	Newspaper Readership*
Dined at a Restaurant 1 Time Past Month	67%
Dined at a Restaurant 2-3 Times Past Month	70
Dined at a Restaurant 4+ Times Past Month	73

\*Daily/Sunday (net) newspaper reach  
Source: Mediamark Research, Inc., Doublebase 2003  
Prepared by NAA Business Analysis and Research Dept.

